



KULANDAIVELU ARJUNAN

Marketing Executive

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ABOUT ME

A customer focused and target driven sales executive with a wealth of expertise in driving B2B and B2C sales for the technology and consumer durable sectors. Extensive history of exceeding and redefining company sales targets with ten years of record breaking sales performance, I am dynamic professional adept at securing new clients through pitching, presenting and demonstrating key products.

A proven track record of diving into a new sector and effectively learning about company services and product range. Keen to research into the competitor landscape and keep ahead of trends. Constantly exceeds sales targets and KPIs through sourcing new leads and deepening relationships with existing clients. Technologically astute and keen to maintain accurate reporting through use of sales force.

A SKILLS

- Expert knowledge of the selling process and effective sales techniques
- Excellent communicator and relationship builder skills
- Excellent interpersonal and coordination skills
- Proactive organized and an individual and team player
- Motivated in a target driven environment
- Optimistic and a positive can do attitude
- Strong problem solving and decision making capabilities
- Ability to influence and negotiate with others
- Ability to manage multiple tasks and prioritize effectively
- Hardworking, perseverance in work related problems, punctual, enthusiastic

WORK SUMMARY : 10+ Years of Experience

Company Name: Coopro Safety India Pvt Ltd India
Designation: Regional Marketing Executive
Experience: FEB 2019 – MAR 2022.

Nature of Job:

- Experience of territorial marketing, account management and client relations and retention.
- Writing detailed sales forecast report for senior managers,
- Gathering industry data and analysing spend patterns to highlight the potential for future growth.
- Communicating new products to potential clients,
- Proven ability to maximize sales opportunities by creating professional sales script and building rapport with potential new and also existing customers.
- Willing to accept responsibility and be accountable.
- Created a regional sales reporting and performance monitoring system
- Monitoring and reviewing the performance of sales teams, to ensure targets are met.
- Responsible for monitoring sales levels and patterns on a weekly and monthly basis to identify and predict any potential problems.

Company Name: Best Tech Air-con Engineering Pte Ltd, Singapore
Designation: Sales Administrator
Experience: OCT 2016 – NOV 2018.

Nature of Job:

- Surpassed growth targets and revenue projections by coordinating and planning product sales.
- Drove retailer engagement, improved retailer satisfaction and earned retailer advocacy through communication and relationship management.
- Devising and implementing the organisation sales strategies
- Holding meetings to discuss progress of existing projects
- Deal with customer feedback, enquiries, complaints and refunds
- Ensuring that business paperwork is stored in a secure location
- Liaising with head office to ensure relevant stock is delivered on time
- Assigning Work Schedule for Installation and Delivery of Goods.

Company Name: Besty Motors (Yamaha Dealer) India
Designation: Sales Consultant
Experience: SEP 2013 – OCT2016.

Nature of Job:

- Meeting and Greeting customers and helping them with their enquiries or concerns
- Building rapport with a customer and subsequently closing the deal
- Demonstrating products to customers
- Building relationship with new customers and distributors
- Maintaining good business relationship with existing clients
- Perform cost benefit and need analysis of existing potential customers to meet their needs.
- Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services
- Present, promote and sell products services using solid arguments to existing and prospective customers.

Company Name: Vengateshwara Tyres (MRF Dealer) INDIA.
Designation: Sales Executive.
Experience: OCT 2011 – AUG 2013.

Nature of Job:

- Listened to customer describe needs and requests to determine ideal solutions
- Sold various products by explaining unique features and educating customers on proper application
- Learned and maintained current product knowledge and proficiencies to satisfying customers
- Assessed and diagnosed customer needs for tires, services and other products responded to questions and delivered superior service.
- Meet customers personally and generates sales orders.
- Maintain and Manage customer relationship.

POST GRADUATION

Qualification: MBA [Master of Business Administration]
Year of Passed Out: 2009-2011
College: JJ College of Arts and Science, Pudukkottai, India.
University: Bharathidasan University, Trichy

UNDER GRADUATION

Qualification: BSc [Bachelor of Science]
Year of Passed Out: 2006-2009
College: JJ College of Arts and Science, Pudukkottai, India.
University: Bharathidasan University, Trichy.

PERSONAL BIO DATA

Age : 34
Date of Birth : 16-12-1988
Sex : Male
Marital Status : Married
Availability : Immediately
Visa Status : Employment

SELF DECLARATION

I hereby declare that the information given above is true to the best of my knowledge and belief.

Place:

Yours faithfully,

Date:

KULANDAIVELU ARJUNAN